Moultrie Community Design Charrette Report

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CHARRETTE PARTICIPANTS

Charrette Leader: Pratt Cassity
Director, Center for Community Design and Preservation (CCDP)

Charrette Team:

Masters of Landscape Architecture (MLA):
Abby Bullock
Zhen Feng
Sara Fiore
Anke Mainz
Nick Petty
Brian Ray
Jennifer Walker
Lauren Woodward

Bachelors of Landscape Architecture:
Zac Miller

Charrette Report Production:

Editing: Jennifer Walker and Eileigh Doineau
MLA Students
Pratt Cassity
CCDP Director and Charrette Leader
Jennifer Lewis
Certified Local Government Coordinator

Graphic Design: Eleonora A. Machado
CCDP Graphics Coordinator
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Charrette is a French word that translates “little cart”. At the leading architecture school in the 19th century, the Ecole des Beaux-Arts (“School of Fine Arts”) in Paris, students were assigned tough design problems to complete under time pressure. They would continue sketching as fast as they could, even as the little carts (charrettes) carried their drawing boards away to be judged and graded.

Today the word “charrette” describes a rapid, intense, and creative work session, usually lasting a week or more, in which a design team focuses on a particular design problem and arrives at a collaborative solution.

The charrette process is a way of evaluating resources through new eyes. Fresh ideas are what help communities maintain and build their vitality. With the report and supporting materials, readers will experience the enthusiasm and commitment which comes from a broad group of students, faculty, practitioners, and the public.
The University of Georgia and the city of Moultrie came together to help bring Moultrie back together. Moultrie’s work awarded them one of very few USDA Rural Business Opportunities Grants. The collaborative efforts produced by the charrette render ideas tangible and provide implementation tools to move the dream forward towards marketing and funding. They explored ideas on how to reuse the old Friedlander Building and how to unify it with the downtown square and the “warehouse district” through enhanced connectivity. They also sought to solve parking and pedestrian access issues for both the Friedlander and the downtown square. By incorporating public input and acknowledging desires and concerns of the populace, the project gains public support.

Despite Colquitt County’s role as regional hub, Moultrie has uniquely maintained an original sense of identity when other towns have fallen victim to unchecked growth. Like many small southern towns, though, Moultrie’s economic history is linked to its transportation history; that of a transition from railroads to highways to road widening for commercial uses and to attract investors. This evolution brought prosperity, but also decline. Truck traffic helped move businesses out of the downtown district and into surrounding areas, hastening the development of strip malls and deteriorating a sense of community.

Having already been subject to study by the State, the Department for Community Affairs, and the Quality Growth Resource Team, this charrette seeks to build upon preexisting information, combining it with the wants and concerns of the community to create visual and marketable implementation tools. Elements of Moultrie’s persisting character are cultural icons to human development: the Courthouse Square, the grid pattern layout, regional transportation, and the historic core of the town. All of these features provide opportunities for enhancing the quality of growth in Moultrie and Colquitt County.
EXISTING CONDITIONS

Today there are a number of historical features which contribute to the unique identity of Moultrie. The Courthouse Square is a Georgia icon and it is very important for the community to maintain its historical integrity as well as its social function as a festival area. Currently, the community is experiencing some limitations to its use due to unusual traffic patterns and parking shortages. The lack of public restrooms is another concern.

The grid pattern of downtown Moultrie is invaluable as a historical resource, reflecting American growth and community expansion. From the initial growth along the roadway, to subsequent expansion along the rail route, to current growth from...
increased truck traffic and 6 lane highways, the evolution of transportation in Moultrie brought prosperity as well as decline. Downtown Moultrie retains its identity in large part because of the grid pattern that exists downtown; this pattern reinforces the historical and contemporary identity of the community. There is a strong need for this to be preserved and enhanced.

We saw history literally written on the town in the form of historic resources such as buildings with significant architectural qualities to tilework still present on the sidewalks. These historic resources help to reinforce the pattern of the city. Some streetscape improvements have been made, and more should be made in the future.
During the public meetings, we asked you to share what you, as a community, feel about Moultrie - what the community is doing right, where the challenges lie, and where there is room for improvement. This is what you told us:

**What Moultrie is doing right**

- New police department
- Department of Family and Children’s Services beautiful new building
- New retail stores and restaurants
- Lofts are appearing in the downtown area
- Some buildings are being well-preserved
- Events on the square
- Christmas tradition continues
- Banks are investing in town
- Swift building renovation
Challenges facing Moultrie

- One way streets can be confusing
- Lack of parking downtown for events and shopping
- Overlooked historic preservation opportunities
- Poor rehabilitation of some historic resources
- Demographics are shifting
- Tobacco warehouses have become an eyesore, and remain largely unused
- Peanuts on square?
- Parades bring people that need restrooms and parking
- Obstructed views of courthouse - too many trees
- Chilling/AC unit on lawn in front of courthouse
- City Hall architecture is incongruent
- Entrances to Moultrie are obscured by strip malls and inappropriate signage
- Transition zones between districts are harsh
- Loss of pedestrian focus in the downtown corridor

Suggestions for improvement

- Streetscape needs attention
- Old courthouse’s relationship to new courthouse
- Main street is underdeveloped
- ABAC’s presence downtown
- No main redevelopment/PC?
- Making Moultrie a destination
The Friedlander Building has seen many uses over the years. In the past, it was the hub for retail shopping in downtown Moultrie. More recently, it was a furniture store that brought life and movement to the downtown area. Currently, it sits empty, waiting for new life. Abraham Baldwin Agricultural College plans to occupy the building for academic and administrative uses. While this is a distinctly different use than the building has previously seen, the vitality of the space can, and should return. With proper planning and a collaborative effort, the history of the building - and of Moultrie - can be preserved through adapting to a new use. Crowds of shoppers on the showroom floor could be replaced by throngs of active students, faculty, and local citizens participating in educational and outreach opportunities through ABAC.

Adapting to any new use will require changes from the community that reach beyond the property bounds of the Friedlander Building. These changes represent opportunities to improve the overall quality of life in Moultrie, as well as a chance to solve problems facing the community at large. Increased need for parking, attention to pedestrian circulation, preservation of greenspace and utilization of historic assets are all challenges that face the Moultrie community regardless of the Friedlander occupant. The remainder of this report will offer solutions and new perspectives on issues surrounding the reuse of the Friedlander Building.
The Friedlander Building was built in ____ and served Moultrie and the surrounding communities as a skdjfhsjd, kjfhsdu, and even a sdhofuhdfs. Many long-time residents have vivid memories of the building and it occupies a special place in the historic lore of downtown Moultrie.

The current status of the Friedlander building is one of great potential. The building has been well maintained and occupies a prominent place on the Courthouse Square. However, vacancy is a detriment not only to the individual building, but to the downtown corridor as a whole.

Abraham Baldwin Agricultural College purchased the building in ____ and proposed to use the space as sdjlfhsk and asjdhakjd. Appropriate planning for vehicular and pedestrian traffic will lead to increased vitality for the building, the square, and downtown Moultrie. The benefits will continue to multiply.
While our charrette team was in Moultrie, we noticed that the current greenway trails seem heavily used and well-maintained. This is a gem for Moultrie and should be enhanced and repeated throughout your community.

Bike paths bring pleasure to citizens, create a beautiful green ribbon park, and also contribute to personal as well as community health. However, to achieve these benefits, the trails must remain safe throughout their length. This requires proactive policing - perhaps officers on bicycles - in addition to citizens groups who routinely walk at various hours and report suspicious behavior. Community policing and beautification generates a sense of ownership that results in increased usage, safety, and longevity. Sensitive and reliable lighting is another component of safe greenway trails. There are many options available that run on solar energy, eliminating the necessity for costly electric wiring.

Providing ample bike parking downtown will encourage the use of the greenway for transit.

Ensure safe crosswalks with raised crossings, changes in paving patterns, and well-maintained plantings at the intersection.
The locations at which the greenway crosses vehicular traffic are deserving of particular attention. These areas should be highlighted with changes in paving patterns, raised crosswalks, and significant plantings that alert drivers to the potential for bikers and walkers crossing - and also to the possibility that they could be walking, too! Community groups and neighborhood gardening associations have a role to play in maintaining these prominent locations. These small areas can go a long way in raising community pride and participation.

Continue the use of local and historic materials throughout the greenway system. You already have a great example of this with the trailhead that commemorates a local athletic figure with a plaque and utilizes railroad ties in its construction. It’s a beautiful and practical design that also references the history of the trail and of Moultrie.

A good greenway system becomes great when citizens can use the trail not only for leisure, but as a means of transit. Ensuring ample opportunities for convenient bike parking in the downtown corridor will encourage residents and visitors alike to utilize the greenway system to explore historic Moultrie.

Along that ‘line’ of thought - reconsider the conversion of the second spur of the railroad line to another greenway. This would complete the city-wide loop, as well as provide non-vehicular transit options to an underserved population. This proposed loop would connect almost every school, public park, and neighborhood in downtown Moultrie - a great benefit for health, especially for the school-aged population. As mentioned before, community involvement in the planning and management process will ensure a better maintained, more widely used, and safer greenway for all of Moultrie.
Parking is always an issue in thriving downtown areas. However, when talking about parking, we like to think of it’s root word - park. Areas for vehicular parking can be so much more than ‘dead zones’ and eyesores. Create a lot you can be as proud of as your city park. Appropriate design of enhanced parking facilities can re-green the downtown area and create multi-modal transfer points, stormwater facilities, and shared parking areas.

Asphalt is the opposite of plants—over time and with a little care, plants increase in aesthetic value while asphalt deteriorates. The plants installed in parking lots can require minimal maintenance, especially if drought-tolerant natives are used that are innately equipped to your region. More parking and more green space are not mutually exclusive; by getting rid of “dead” zones and dilapidated buildings, you will make for proper planning and design. This process requires patience; determining who owns lots, who has access, and when that lot is needed takes time.

A successful management plan is another key to controlling parking issues downtown. Completing a detailed parking survey is a great next step for Moultrie. The results would help determine the exact parking needs - current and anticipated. There are several user groups that need to be accommodated with parking downtown: ABAC students, staff, and faculty, business owners and their customers, those attending to busi-
Greening of parking areas creates beautiful downtowns as well as cooler parking lots in the summertime.

Appropriate use of existing open space in the downtown corridor would result in more parking space as well as an increase in green space.
ness at the courthouse, and tourists, among others. Additionally, downtown Moultrie is host to several annual events that draw large crowds. Parking cannot be provided on the square for that number, but a comprehensive look at land use around the downtown corridor would provide the solution.

One-way streets can be confusing for newcomers and visitors, and contribute to unnecessary traffic as drivers continually circle the square in search of a parking space. In addition, the proliferation of wrong way and one way signage detracts from the scenic beauty of the square and sends an unwelcoming message to visitors. Years ago, the Department of Transportation initiated many efforts across Georgia to convert downtown streets to one way traffic patterns in an effort to move traffic quickly through town. While

One way streets can be confusing for newcomers and visitors, detracts from the beauty of the square, and sends an unwelcoming message to visitors.
this was a much needed change when the main thoroughfare ran directly through the square, with the addition of the bypass this is unnecessary. On the contrary, it is exactly what you do not want to happen! The goal of any downtown redevelopment should be to move people to the center quickly where they can find safe and convenient parking, and encourage them to stay! One way streets have the opposite effect, so consider lobbying the Department of Transportation for funds to redesign the traffic flow of the downtown corridor.
Pedestrian Circulation in the Downtown Core

Oftentimes the focus of downtown design charrettes is on vehicular issues. While that may be the most obvious problem, the root of the concern is moving people where they want to go safely, efficiently, and pleasantly. Moultrie already has experienced success creating sensitive passways through city blocks and should continue this practice.

We noted that the majority of space available for parking is under-utilized because it exists at the rear of buildings, where most residents feel unsafe, unwelcome, or unnecessarily burdened with the task of walking around to the front entrance. Concentrate community efforts on regreening and beautifying the rear facades of buildings. Create second entrances, elevate or obscure mechanical equipment and strategically place disposal units to encourage parking off the main streets. Additionally, whenever possible, differentiate the grade of parking from the grade at the rear of buildings, where most residents feel unsafe, unwelcome, or unnecessarily burdened with the task of walking around to the front entrance. Concentrate community efforts on regreening and beautifying the rear facades of buildings. Create second entrances, elevate or obscure mechanical equipment and strategically place disposal units to encourage parking off the main streets. Additionally, whenever possible, differentiate the grade of parking from the grade
of walking. This creates a more comfortable walking environment for pedestrians and also serves to further obscure parked cars.

By enhancing existing alleyways and service areas to move pedestrians throughout the downtown corridor, different patterns of movement will be established and over time, the on-street parking burden will lessen. These areas can be enhanced by individualizing spaces through creative gestures like murals or sculptures on walls and appropriate native plantings. Sensitive lighting will make these circulation spaces safer at night, encouraging extended usage. The image the community wants to convey will be affected by how well these secondary circulation areas are maintained, so water damage and deteriorating buildings will need to be improved. Plants provide further seasonal interest and liven up hard surfaces. Remember that it will be important to choose drought resistant and shade tolerant plants.

With the upcoming increase in pedestrian activity from the ABAC expansion, it will be as important as ever to encourage pedestrian movement through well-planned design improvements. A combination of bicycle lanes, ample bicycle parking facilities, wide sidewalks protected from traffic by vegetated buffers, and safe and pleasant passways through dense city blocks will increase the ease of pedestrian movement without creating the addition of unsightly vehicle parking facilities.
Opportunities for Greenspace Abound

The increasing daily population in the downtown Moultrie area is a great opportunity to examine existing and potential greenspace. Public parks are not simply spaces for active recreation. They provide myriad community benefits such as increased pedestrian connectivity and a subsequent lessening in the parking load on the square. Additionally, greenspaces are public amenities that serve multiple purposes at different times. Think of the increase in downtown businesses if there were a nearby small park to take one’s lunch or let a child run around in between shopping errands. An increase in decentralized greenspaces throughout the downtown corridor would serve the ABAC population, while also being of benefit to tourists, business owners and workers, and residents from all areas of downtown.

Downtown greenspaces are traditionally conceived of as small parks, but other op-
opportunities exist for monopolizing on the benefits of re-greening. Increasing vegetated buffers between sidewalks and streets with periodic benches and larger planted areas are one such idea. Creating and enforcing appropriate sign ordinances can also contribute to a type of greenspace; when trees and significant architecture dominate the landscape instead of telephone poles and advertisements the benefits of greenspace are felt.

**Benefits of greenspace can also be achieved through wider vegetated buffers and pedestrian amenities throughout the downtown area.**

**Examine the difference that appropriate and enforced sign ordinances would have on the amount of greenspace in Moultrie.**
Connectivity: Creating a Walkable Community

Although you might not have the perfect walkable community, maybe it’s walkable enough – or can be made so. For instance, you might have good sidewalks and calm traffic patterns, but have had dangerous encounters with unleashed dogs, which have made you feel unsafe.

If you don’t have a walkable community, or you live in one that needs improvement, there are things you can do to invite more walkers. You might be able to improve some things on your own, or you might need to recruit neighbors, community leaders, local officials, and businesspeople to help. Social change usually requires the efforts of more than one person. In the situation above, talking to dog owners yourself might solve the problem. You also might try getting a leash law passed – or enforced if you already have one. This might require that you speak with local officials or perhaps recruit members of your community to support this action.

Look around your neighborhood and see what could be fixed or improved upon to make your community more walkable – things like broken or overgrown sidewalks, or not enough stoplights or signs. Here are some problems you might discover, along with some actions you can take to resolve them. Your involvement might take some time and persistence, but the outcome will be worth your efforts!

To Download the Walkability Checklist, visit the Walkable America website:
http://www.walkableamerica.org/checklist-walkability.pdf
Creative Solutions

**Problem:** There are no sidewalks or they are cluttered, cracked, or otherwise in disrepair.

**What You Can Do:** Contact the public works department or your elected community representative about broken, cluttered, or otherwise unsafe sidewalks. Rally neighbors to push for adding sidewalks and use their support to make your case. You might have to start a petition or ask neighbors to also contact elected officials. The more calls and requests they receive about an issue the better. Remind people that sidewalks make safer neighborhoods and increase a community’s attractiveness as a place to live, which increases their real estate values. If sidewalks are blocked by bushes, tree branches, or trash, ask neighbors to help trim overgrowth and clear walkways in front of their homes. If your community has a newsletter, publish the request in there.

**Problem:** Cars speed up and down neighborhood streets and don’t slow down at intersections or for walkers. Streets are hard to cross.

**What You Can Do:** Ask city or county officials to add speed bumps, crosswalks, stop and yield signs, or lights to slow traffic. Attend a homeowners’ association meeting or talk to the group’s president to raise awareness of the problem and gather support for your requests. You also can ask local officials to provide police surveillance of all areas residents have identified as problems. Police presence usually succeeds in getting more drivers to obey safety laws.

**Problem:** I’m worried about crime.

**What You Can Do:** Some neighborhoods are safer than others. If you feel unsafe in your neighborhood, walk in another one or try to walk with at least one other person if you can. Try to join or organize a neighborhood walking group. Walk purposefully and carry a whistle. Don’t walk at night in an unsafe area and avoid areas with large bushes and trees. If your neighborhood doesn’t have one, suggest and help organize a neighborhood crime watch. Neighbors take turns driving through the community, reporting anything that looks suspicious. Communities with organized crime watch groups have less crime.

Working to improve the community you live in is empowering, and, ultimately, everyone who lives there benefits. Forming or joining a neighborhood group or coalition is a great way to meet new people and improve your chances of accomplishing the changes you seek. And making a community more walkable improves its livability overall, making it safer, friendlier, more attractive, and more active.
Moultrie Is First Archway Community

When Sanderson Farms, the fifth largest poultry processor in the United States, sited its newest facility in Moultrie employing over 1000 employees and producing 300 million pounds of poultry products annually, the community had a tidal wave of training, housing and general resource needs.

“We chose Moultrie/Colquitt County as our first Archway community to provide University of Georgia resources as they absorbed this new industry into their community,” explains Dennis Epps, Archway Project Coordinator.

“We are not replacing or duplicating existing services,” adds Epps. Archway matches UGA resources where possible. For example, a University of Georgia team helped conduct a housing survey to determine housing needs. The program marries need with UGA resources in concert with state agencies and other entities.

“Dennis has provided us tremendous resources to assist us as we manage growth. He has harnessed grant money and facilitated a steering committee to tackle issues,” explains Darrell Moore, President of the Moultrie-Colquitt County EDC.

The Archway project is designed as a way to deliver a full range of University of Georgia resources to counties facing significant issues related to economic development. Available resources include those offered by UGA’s Public Service and Outreach and Cooperative Extension.

The pilot project in Moultrie will last two years with the intent to establish a permanent office in the community that serves all Southwest Georgia. Plans are underway to develop Archway communities across the state.
Georgia Trend lauds Archway Project in Colquitt County

Kevin Hall

MOULTRIE — Colquitt County’s association with the Archway Project has brought it more acclaim.

Tuesday night, the county’s Board of Commissioners received an award from Georgia Trend magazine in honor of its partnership with the University of Georgia program.

“It is an honor for us to accept this award on behalf of the citizens,” said commission Chairman John B. “Benny” Alderman. “They had a big hand in it.”

The award was presented by Emily Watson, director of the Colquitt County Archway Project, although she was acting for the Association County Commissioners of Georgia, the organization that submitted 42 recommendations to Georgia Trend. The Atlanta-based business magazine chose eight counties from those recommendations for its 2008 Georgia Excellence Awards.

And the accolades keep rolling in from everywhere….

Now is the time for more team work and even more pulling together to make the parcels behind Friedlander’s, or newly available parcels behind ABAC’s facilities on the Square, work for you! Negotiations for multi-modal transportation center’s circulation studies, real estate demands, historic integrity issues and circulation/parking demands have all lined up to offer serious complications and bright opportunities for moving ahead on some projects and waiting on others. The attention being focused on the County from Project Archway and Project Connect and the long-term involvement of the Downtown Development Authority, guidance form the Main Street Program and standards for design from the preservation commission have helped set the stage for some very sophisticated and “big city” solutions that will be strategically planned for Moultrie’s climb to excellence.

Let these charrette design ideas and our wholehearted endorsement of thinking outside the box propel you toward that point.

This is but the first in a series of design and development discussions that will be part of Moultrie’s planning process.

We look forward to a happy and helpful relationship.

Your friends at the Center for Community Design and Preservation, College of Environment and Design, University of Georgia